



Retail Goods and Services Expenditures

Prepared by DCA

Counties: Pike, AL

Top Tapestry Segments:		Demographic Summary		2007	2012
Rural Bypasses	24.3%	Population		30,062	30,617
Aspiring Young Families	13.8%	Households		12,529	12,888
Modest Income Homes	11.2%	Families		7,847	7,899
College Towns	8.7%	Median Age		33.7	34.7
Midland Crowd	8.3%	Median Household Income		\$28,360	\$31,157

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	52	\$1,417.69	\$17,762,208
Men's	53	\$263.14	\$3,296,866
Women's	50	\$477.55	\$5,983,218
Children's	57	\$252.00	\$3,157,336
Footwear	47	\$236.80	\$2,966,872
Watches & Jewelry	51	\$100.88	\$1,263,931
Apparel Products and Services ¹	59	\$87.32	\$1,093,985
Computer			
Computers and Hardware for Home Use	55	\$121.29	\$1,519,587
Software and Accessories for Home Use	54	\$16.12	\$202,011
Entertainment & Recreation	57	\$1,965.82	\$24,629,768
Fees and Admissions	49	\$299.67	\$3,754,584
Membership Fees for Clubs ²	49	\$78.43	\$982,665
Fees for Participant Sports, excl. Trips	50	\$56.87	\$712,526
Admission to Movie/Theatre/Opera/Ballet	50	\$74.67	\$935,587
Admission to Sporting Events, excl. Trips	53	\$30.24	\$378,833
Fees for Recreational Lessons	46	\$59.46	\$744,973
TV/Video/Sound Equipment	59	\$690.81	\$8,655,104
Community Antenna or Cable Television	62	\$410.72	\$5,145,902
Color Televisions	55	\$75.74	\$948,939
VCRs, Video Cameras, and DVD Players	58	\$22.55	\$282,513
Video Cassettes and DVDs	61	\$37.06	\$464,369
Video Game Hardware and Software	61	\$19.95	\$249,892
Satellite Dishes	56	\$0.87	\$10,884
Rental of Video Cassettes and DVDs	61	\$36.23	\$453,980
Sound Equipment ³	53	\$84.31	\$1,056,269
Rental and Repair of TV/Sound Equipment	58	\$3.38	\$42,356
Pets	62	\$273.80	\$3,430,463
Toys and Games	60	\$108.45	\$1,358,719
Recreational Vehicles and Fees ⁴	61	\$278.88	\$3,494,144
Sports/Recreation/Exercise Equipment ⁵	53	\$122.73	\$1,537,710
Photo Equipment and Supplies ⁶	56	\$76.95	\$964,129
Reading ⁷	54	\$114.53	\$1,434,915
Food	60	\$5,030.09	\$63,022,030
Food at Home	61	\$3,050.25	\$38,216,524
Bakery and Cereal Products	60	\$436.32	\$5,466,703
Meat, Poultry, Fish, and Eggs	62	\$811.62	\$10,168,760
Dairy Products	60	\$330.86	\$4,145,396
Fruit and Vegetables	58	\$508.28	\$6,368,270
Snacks and Other Food at Home ⁸	61	\$963.16	\$12,067,395
Food Away from Home	58	\$1,979.85	\$24,805,506
Alcoholic Beverages	56	\$347.02	\$4,347,810
Nonalcoholic Beverages at Home	63	\$273.06	\$3,421,203



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	41	\$605.24	\$7,583,093
Vehicle Loans	65	\$4,007.44	\$50,209,277
Health			
Nonprescription Drugs	63	\$77.36	\$969,299
Prescription Drugs	69	\$398.06	\$4,987,347
Eyeglasses and Contact Lenses	58	\$48.46	\$607,178
Home			
Mortgage Payment and Basics ⁹	50	\$4,348.45	\$54,481,726
Maintenance and Remodeling Services	49	\$963.47	\$12,071,276
Maintenance and Remodeling Materials ¹⁰	58	\$218.62	\$2,739,131
Utilities, Fuel, and Public Services	62	\$2,719.03	\$34,066,678
Household Furnishings and Equipment			
Household Textiles ¹¹	54	\$75.71	\$948,566
Furniture	53	\$339.93	\$4,258,939
Floor Coverings	47	\$42.43	\$531,579
Major Appliances ¹²	59	\$172.38	\$2,159,752
Housewares ¹³	54	\$56.97	\$713,744
Small Appliances	59	\$21.57	\$270,190
Luggage	49	\$5.08	\$63,627
Telephones and Accessories	51	\$24.37	\$305,281
Household Operations			
Child Care	51	\$211.94	\$2,655,353
Lawn and Garden ¹⁴	62	\$276.84	\$3,468,532
Moving/Storage/Freight Express	56	\$29.83	\$373,793
Housekeeping Supplies ¹⁵	61	\$467.80	\$5,861,007
Insurance			
Owners and Renters Insurance	61	\$290.93	\$3,645,108
Vehicle Insurance	60	\$880.61	\$11,033,157
Life/Other Insurance	59	\$376.72	\$4,719,878
Health Insurance	63	\$1,234.60	\$15,468,328
Personal Care Products ¹⁶	60	\$283.06	\$3,546,481
School Books and Supplies ¹⁷	66	\$79.54	\$996,609
Smoking Products	70	\$340.02	\$4,260,125
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	64	\$3,656.40	\$45,810,991
Gasoline and Motor Oil	65	\$1,322.27	\$16,566,767
Vehicle Maintenance and Repairs	59	\$626.85	\$7,853,864
Travel			
Airline Fares	49	\$198.41	\$2,485,900
Lodging on Trips	52	\$211.11	\$2,644,942
Auto/Truck/Van Rental on Trips	46	\$20.05	\$251,181
Food and Drink on Trips	54	\$253.29	\$3,173,508

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁵**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹⁰**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

¹¹**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

¹⁶**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

¹⁸**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.